

The PLLR National Database Proposal

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Agenda

- The Professionals for Lifeline and Link-Up Reform (PLLR)
- The Eligibility and Duplicate Management Platform (EDMP)
- EDMP Solution Benefits
- Phase I components – overview and details
- Phase II overview
- Phase I timing and roadmap
- Phase I cost

Lifeline/Link-Up Reform

- Comments filed on April 21 showed support for the development and use of a centrally-administered national “database” to handle program eligibility verification and eliminate duplicate benefits
- Collaboration of Professionals for Lifeline and Link-Up Reform (PLLR) created specifications and recommendations on how to create the “database”
- The key question now before the Commission is how best to implement this “database” (the Eligibility and Duplicate Management Platform (EDMP)) given the myriad and often complex tasks it is expected to perform.



Professionals for Lifeline/Link-Up Reform

- CGM, LLC
- CompTel
- DPI Teleconnect
- Emerios, a division of VMBC Corporation
- Global Connections, Inc.
- Image Access, Inc.
- i-wireless, LLC
- Midwestern Telecom, Inc.
- Stand Up Wireless, LLC
- TAG Mobile, LLC
- Telrite, d/b/a Life Wireless
- Terracom, Inc.
- TracFone
- West Corporation
- YourTel America



EDMP Description

- Phase I: (6 months)
 - Initial duplicate elimination and consumer preference management process in order to establish a steady state
 - Ongoing program administration by the creation of technology that delivers the Duplicate Elimination and Preference Management System (DEPM)
- Phase II: (24 months)
 - Phase II would be the implementation of a technological solution to enable the full qualification of a consumer as well as automated annual verifications.
 - This phase will be enabled by a centralized (or multiple) eligibility data warehouse(s)



Eligibility and Duplicate Management Platform (EDMP) Benefits

- Rapid elimination and prevention of duplicates
- Provides the auditability of carrier neutrality
- Proven solution reduces implementation risks
- Provides needed capacity, security, and reliability
- Reduces fraud without making enrollment more difficult
- Handles unique circumstances through automation and exception handling
- Provides fund savings through rapid implementation.
- Reduces the burden on ETCs.
- Provides a roadmap for state integration



Rapid Elimination and Prevention of Duplicates

- Proven solution can be implemented rapidly
- Two phase approach eliminates potential delays from obtaining access to state databases.
- ETCs integrate with one solution and start dipping to prevent duplicates immediately upon transferring full database.



Provides the Auditability of Carrier Neutrality

- Rules can be monitored and set by USAC or the commission or assigned third party
- Reports identify exceptions and potential fraud
- All scripting and methods have high visibility and carrier neutrality



Implementation Risk is Minimized through a Proven Solution

- Solution is proven in the marketplace
- Development and implementation risk is minimized due to the elimination of long development cycles
- Solution is designed to enable multi-vendors to access the system through open API interfaces



No Increased Effort for Qualified Persons.

- Real time response allows for immediate qualification
- Enrollment through existing ETC processes
- Electronic qualification and enrollment validates more accurately than paper documentation
- Eliminates the need for additional paperwork

Exception Handling

- Multi-residence houses, rural locations and tribal lands have unique challenges for address verification
- Solution is designed to enable an automated exception management through the rules engine
- Further manual exception management is enabled



Reduction of ETC Burden

- Carriers want to sign up customers while they are in the store, on the phone or on their website
- Carriers want compliance with the rules to be easier and know that the consumer qualifies prior to implementing service if dependent on qualification
- Automated verifications in Phase II further reduces ETC burden

Rapid Implementation = Fund Savings

- The rapid elimination and prevention of duplicates creates immediate savings
- Savings will be considerably greater than cost of implementation
- As a result, low technology risks and rapid implementation are high priorities



Capacity, Security, and Reliability Needed

- Must have the ability to handle high volume
- Redundant solution with hot back-up location
- High level of security to protect sensitive data
- No access to state database information, responses are only confirmations



Roadmap for State Database Integration

- The solution provides a viable roadmap through multiple phases
- The centralized connection reduces ETC and State burdens
- The solution provides the optimal fraud prevention, significantly better than paper documentation.



Phase I: The Duplicate Elimination and Preference Management System (DEPM)

- Stage 1: (Initial Duplication Elimination)
 - ETCs provide customer data in an electronic format which will identify all duplicates
 - The FCC proscribes a customer contact and carrier preference process to persons identified as receiving duplicate benefits
 - Initial cleansing results feed into the DEPM
- Stage 2: (Deployment of DEPM)
 - Creation of a real-time technology platform which provides an ongoing process to identify duplicate benefit recipients
 - A system that verifies whether a household/individual exists
 - Provide an ongoing process by which consumers choose their carrier of choice in real time (or fast batch)

Phase I Components: Technology Overview

- Database creation
- Workflow and rules engine
- Application programming interface (API) and/or web interface
- Customer Preference Management Module (CPMM)
- Exception Management
- Reporting

Phase I Components: Database

- Includes information on all active Lifeline/Link Up enrollees
- Nationwide, centrally-administered
- Kept updated through real-time, near real-time, and/or batch processes



Phase I Components: Rules Engine

- Integrates in real-time with database
- Enables continuous elimination of duplicate beneficiaries through application of rules
- Can determine household and right-party information to mitigate fraud for potential enrollments
- Enables special rules concerning exceptional circumstances, such as tribal lands or group homes
- Can be easily modified and audited



Phase I Components: API/Web Interface

- Used by ETCs to transmit customer information to database and receive message codes for address confirmation as well as single benefit and right party determinations
- Can be used by states to provide access to their eligibility databases
- Secure, configurable, centralized, and fast
- Enables ETCs and states to transmit data using their legacy systems with minimal changes



Phase I Components: CPM

- Module enables carriers and/or states to capture and convey the customer's ETC preference and retain proof of the customer's selection
- Integrates multiple response channels so that customers can express their preferences via web, IVR, mail, or fax
- Enables ETC's to manage customer preferences in a single call



Phase II: Eligibility and Verification

- Enables the full qualification of a consumer and automated annual verifications
- Adds a state administration interface which allows a state to manage the rules engine to the state's documentation requirements
- Builds on the structure and systems developed in Phase I, thus reducing the effort required to expand functionality
- States (or some other centralized entity) would create eligibility data warehouses enabling ETCs to access their data warehouses in real-time.



Phase I Timing and Roadmap

- Phase I should be ready for data entry within 90 days of contract award, and fully populated within 6 months of contract award (or less)
 - Milestones
 - Equipment deployed and configured
 - Specifications and functionality finalized
 - System coded and configured
 - Internal testing
 - User acceptance testing
 - Phase I deployed and ready to receive data



Phase I Cost

- Core cost components of DEPM deployment and operation
- Cost recovery for bid specification



Questions?

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